

Message

From: Courtnage, Robert [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=0178328A90B644929CC8981CF34F5FAD-RCOURTNA]
Sent: 3/29/2019 3:50:40 PM
To: Carmichael, Lea [carmichael.lea@epa.gov]
CC: Cappuccilli, Eva [cappuccilli.eva@epa.gov]
Subject: RE: Asbestos Infographic Layout
Attachments: Infographic text Asbestos SNUR RC.docx

How about this. . .with Lea's idea of the SNUR up front and the other two the columns below?

Robert T. Courtnage
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From: Carmichael, Lea
Sent: Thursday, March 28, 2019 5:13 PM
To: Courtnage, Robert <Courtnage.Robert@EPA.GOV>
Cc: Cappuccilli, Eva <cappuccilli.eva@epa.gov>
Subject: RE: Asbestos Infographic Layout

Here is a really rough concept:

Infographic text – Asbestos SNUR

Ex. 5 Deliberative Process (DP)

Ex. 5 Deliberative Process (DP)

From: Courtnage, Robert
Sent: Thursday, March 28, 2019 5:05 PM
To: Carmichael, Lea <Carmichael.Lea@epa.gov>
Cc: Cappuccilli, Eva <cappuccilli.eva@epa.gov>
Subject: Re: Asbestos Infographic Layout

Okay

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Sent from my iPhone

On Mar 28, 2019, at 4:56 PM, Carmichael, Lea <Carmichael.Lea@epa.gov> wrote:

I like what Eva did better than the pillars. I think we should work on the text a little bit before doing more with the infographic. I will have an idea for you shortly and maybe we can brainstorm more from that.

From: Cappuccilli, Eva
Sent: Thursday, March 28, 2019 4:51 PM
To: Courtnage, Robert <Courtnage.Robert@EPA.GOV>; Carmichael, Lea <Carmichael.Lea@epa.gov>
Subject: RE: Asbestos Infographic Layout

Ok, I'll try a new mock up based on pillars—I think that also gets at the fact that the infographic is about our actions as an Agency too, which is missing in the current draft.

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From: Courtnage, Robert
Sent: Thursday, March 28, 2019 4:48 PM
To: Cappuccilli, Eva <cappuccilli.eva@epa.gov>; Carmichael, Lea <Carmichael.Lea@epa.gov>
Subject: RE: Asbestos Infographic Layout

Sonia didn't like that puzzle piece thing I sent, so you can forget that one. I like the three pillars idea but I wonder if the inadvertent message is there Lea? Maybe use what you already have with Lea's thoughts and try one other thing—it's always harder when time constrained. . .

https://www.slideteam.net/business_powerpoint_diagrams/flat-design-diagrams/concepts-shapes-flat-design/10749592-style-essentials-1-our-vision-3-piece-powerpoint-presentation-diagram-infographic-slide.html

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From: Cappuccilli, Eva
Sent: Thursday, March 28, 2019 4:12 PM
To: Courtnage, Robert <Courtnage.Robert@EPA.GOV>; Carmichael, Lea <Carmichael.Lea@epa.gov>
Subject: RE: Asbestos Infographic Layout

Hi Robert,

Sorry, EZTech has been remoting onto my computer for the last hour... I could in theory make either of those, but I'm not sure the layout for the puzzle pieces vs. the pie chat circle vs. what I have now really conveys different meaning. I think all three just convey that the three compliment each other or are three parts of a whole. I think that might be the best you could get in terms of the visual piece without clarifying text.

What do you think?

Best,
Eva

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From: Courtnage, Robert
Sent: Thursday, March 28, 2019 4:07 PM
To: Carmichael, Lea <Carmichael.Lea@epa.gov>; Cappuccilli, Eva <cappuccilli.eva@epa.gov>
Subject: RE: Asbestos Infographic Layout

What about this? Hard to make—can we buy it or steal it?

<image001.jpg>

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From: Courtnage, Robert
Sent: Thursday, March 28, 2019 3:51 PM
To: Carmichael, Lea <carmichael.lea@epa.gov>; Cappuccilli, Eva <cappuccilli.eva@epa.gov>
Subject: RE: Asbestos Infographic Layout

This is what I had in mind—I'll look for something else.

<https://www.shutterstock.com/image-vector/circular-diagram-divided-into-3-sectors-703434709>

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From: Courtnage, Robert
Sent: Thursday, March 28, 2019 3:36 PM
To: Carmichael, Lea <carmichael.lea@epa.gov>; Cappuccilli, Eva <cappuccilli.eva@epa.gov>
Subject: RE: Asbestos Infographic Layout

I know Cheryl didn't like a pie chart exactly—but Sonia is the lead on this graphic. What about as an alternative to pitch a pie with three completely equal pieces: Partial 1989 TSCA Ban; Risk Evaluation; SNUR.

I really think the value is to show that this action completes the total picture/circle/thing/whatever.

If we don't show that this graphic does nothing to help the public understand in my opinion.

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From: Carmichael, Lea
Sent: Thursday, March 28, 2019 3:21 PM
To: Cappuccilli, Eva <cappuccilli.eva@epa.gov>; Courtnage, Robert <Courtnage.Robert@EPA.GOV>
Subject: RE: Asbestos Infographic Layout

That's a good idea. So the shape is like this?

<image005.png>

From: Cappuccilli, Eva
Sent: Thursday, March 28, 2019 2:48 PM
To: Courtnage, Robert <Courtnage.Robert@EPA.GOV>; Carmichael, Lea <Carmichael.Lea@epa.gov>
Subject: RE: Asbestos Infographic Layout

I could remove the connection between the Ban & Phaseout Rule circle and the Risk Evaluation circle, and lay them out a bit more linearly, so it looks like the SNUR is what's bringing the two together?

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From: Courtnage, Robert
Sent: Thursday, March 28, 2019 2:46 PM
To: Cappuccilli, Eva <cappuccilli.eva@epa.gov>; Carmichael, Lea <Carmichael.Lea@epa.gov>
Subject: RE: Asbestos Infographic Layout

It's very attractive Eva—you do good work. I do think we should be conveying that the SNUR fills a gap that is currently missing to complete the circle. I know we don't have a lot of time, but I think that is an important message to convey. Thoughts Lea?

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From: Cappuccilli, Eva
Sent: Thursday, March 28, 2019 2:38 PM

To: Courtnage, Robert <Courtnage.Robert@EPA.GOV>; Carmichael, Lea <Carmichael.Lea@epa.gov>

Subject: Asbestos Infographic Layout

Hi Robert and Lea.

I wanted to send you what I have so far on the asbestos infographic (with placeholder text). I didn't want to tweak it too much more without seeing if this captured what we were talking about yesterday.

Let me know, and I can plug in text!

Best,
Eva

Eva Cappuccilli

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